

WEBINAR

Dispensary Retargeting: Your Secret Weapon for Winning More Customers

Webinar Preview & Audio Available at:

<https://www.foottraffik.co/webinars/marijuana-dispensary-retargeting-your-secret-weapon-for-winning-more-cannabis-customers/>

Slide 1	<p>Dispensary Retargeting: Your Secret Weapon for Winning More Customers</p> <p>Build Brand Awareness & Get More Sales</p>
Slide 2	<p>Today, we'll be covering:</p> <ul style="list-style-type: none">• Why you need to start a retargeting campaign• The tools you need to get started• The most effective retargeting strategies
Slide 3	<p>My name is Eduardo Silva. I'm the VP of Sales here at Foottraffik, and I'm really excited to be sharing this information with you today.</p>

Dispensary Retargeting: Your Secret Weapon for Winning More Customers



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Foottraffik is a digital advertising and analytics agency. We've been in business for over five years now, exclusively focused on dispensaries and delivery services within North America. We're really excited to be helping advance our industry forward.

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A couple of housekeeping items before we get started.

If you have your cell phones on you, please put them facing down on your desk or mute them. We are going to be covering a lot of information in a very short window of time and it helps to retain focus.

Familiarize yourself with the Zoom interface. If you haven't become a master at Zoom yet, if you go to the bottom of your screen there is a Q&A button. We do have moderators with us today that will be addressing questions throughout the webinar.

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If someone told you they could get you 10 x times the number of visitors to your site with their ad strategy, wouldn't you consider running those ads?

It may sound too good to be true, but that's what retargeting can do.

With retargeting, you're serving ads to people who have visited your website, who have made a purchase before.



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These are people who are already interested in your dispensary. By marketing to them, you're building brand awareness and staying top of mind. Your retargeted ad is essentially a reminder.

When set up properly, those who see your ads will remember that they are interested in your dispensary. Maybe they've made a purchase and it's time to restock, or maybe they're curious and want to learn more about what you carry and how to place an order.

We currently use geo ads for retargeting. Geo-ads are mobile display ads that appear on websites and apps. Geo-ad campaigns have parameters that you can set so you can target specific geographic areas and consumers.

Through the use of a tracking pixel, which is installed when someone visits your site, you can retarget individuals based on pages they have visited, their favorite product category, whether or not they checked out during their shopping experience, and including whether they've made a previous purchase.

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I have another stat for you. So, not only can you get up to 10 times the clicks, but people who visit your site via a retargeted ad are 43% more likely to make a purchase when they visit your site.

Sounds good, right?

Again, because you're re-engaging people who are already interested in your dispensary, they're predisposed



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to buy from you.

So how can you start taking advantage of this?

Well, to make sure that you can retarget individuals, you first need to collect the right information. We always recommend that our clients have Google Analytics installed and that they enable ecommerce tracking. Not only is this necessary for determining revenue attribution, but it's also helpful for making and running the best possible ads.

We've seen plenty of bad Google Analytics installs. This is something that we set up for all of our clients, so we'll always check that it's running correctly. If you don't have it set up, we'll take care of it for you.

You'll also need a unique tracking pixel. A tracking pixel is a 1-by-1 pixel graphic that allows you to collect data about what your website visitors are doing on your website.

For example, you can see which pages they visited and for how long or which of your ads they clicked on to get to your site.

Because a tracking pixel is saved in the cloud, it can actually follow your website visitors across devices. This means that you're able to gather more and better data so you can create ads that will lead to more sales.

In case you're concerned about privacy, and let's be honest, we all should be, I want to note that a pixel does not collect any personally identifiable information. You're not going to know any of your website visitors' names or their cell phone numbers. Rather, you just see a unique ID number.

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To create the ads themselves, you'll need a copywriter and a graphic designer.

To serve your ads, you'll need a compliant cannabis network.

We have our own display network that we use for clients so that we can guarantee that only individuals over 21 are seeing the ads in the USA, or 19 in Canada.

Plus, when you work with us, we already have copywriters and graphic designers on staff, so you don't have to worry about any of that.

We'll install everything you need and create the ads for you to review, then run them on our compliant network.

We'll also manage and optimize the ads to make sure that you're getting the highest return on advertising spend (ROAS).

Plus, we provide transparent reporting so you can see how well your ads are doing over time, how much revenue the ads generated for your dispensary in online sales and in-store visits.

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Let's talk strategy. How can you make sure your retargeting efforts are as successful as possible?

To start, you need to determine the goal of your campaign.

Do you want to get back older customers and get them to



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buy from you again? Engage with past website visitors that didn't purchase?

Do you want to market to existing customers or rewards program members?

Great, export your list of customer emails from your CRM, POS or online menu, and we'll import the customers into our target list, and show them ads.

You can have multiple goals, but you'll need to build out strategies for each one and customize your ads accordingly.

If you skip this step, you aren't going to have as much of a strategy and your campaigns won't be as effective. When you pinpoint who you're targeting and why, you can better reach them and encourage them to revisit your site.

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Next, you need to segment your audience and create custom audiences. This will allow you to serve up the right ads to the right people.

For example, you can create segments based on visits to a particular page on your site.

Let's say a customer viewed your CBD page. You can serve them an ad that features your high-CBD products or offer them a deal on CBD products.

You can also target people who spend lots of time on your website but who didn't place an order, people who visited

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your site a certain number of times within a particular time frame, individuals who've abandoned their carts, and people who have previously ordered from you.

Who you choose to target should depend on your goal. Once you've got those two things squared away, you can create relevant ads.

One great way to get people to click on your ad is to offer them a deal.

Now, you can create a generic deal, like 30% off store-wide, or, since you already have data about where these people visited on your website, you can create special offers using this info.

For example, if you're retargeting to individuals who visited your "How to Use Concentrates" page, you can provide a discount on concentrates to help get them back to your website. By offering something that's relevant to what they're interested in, you're more likely to get a sale.

If you're trying to re-engage customers who have left products in their shopping cart, you can offer a time-limited deal like 10% off if they complete their purchase.

If you want to recapture old customers, create a segment for individuals who haven't made a purchase within the past 30 days. By retargeting customers after a certain period of time, then you can effectively remind them about your products.



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The Geo-Ads that we run at Foottraffik are display ads, which means they are images.

To be effective, they need quality design. They need to attract attention and look inviting.

Any display ad should always include your logo to help build brand awareness and remind customers that they have already visited your site.

They should be brand-appropriate and use your graphics and fonts that are associated with your brand image.

In addition to your design, you need to also consider the text. What you say and how you say it can impact whether someone is going to click on your ad. If you want your ads to convert, you need to have good copy and clear call-to-action.

Some of our favorite call to actions include order online, shop now, buy now, or claim this deal.

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Cross-channel marketing focuses on providing the customer with a consistent experience while interacting with your dispensary across multiple channels. It is a powerful way of merging your marketing strategy to create custom journeys.

By syncing your geo ads with other leading marketing channels like Google Ads and SEO you can make your retargeting efforts more effective.

Why? Well, by drawing more traffic to your website from

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Google Ads and SEO, you're increasing the pool of people you can retarget. This is a great synergistic approach that allows you to really stay top of mind with your customers.

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When someone clicks on your ad, where will they end up?

Now, where you want to take someone will depend on the goal of your campaign. If you're focused on recapturing cart abandoners, then maybe you want to take them right to the cart page or to a special landing page with their coupon code.

We can send them to a product page or a category page based on what they were looking at before or send them straight to your menu.

We can actually create a custom landing page for your ad if you don't have a product or category pages or if you want to have a special offer available.

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The last two strategies I'm going to cover today go hand in hand.

To ensure that your ads are as effective as possible, you should be running A/B testing and consistently optimizing your ads based on the data you collect.

Let's talk about A/B testing first. A/B testing is when you run two or more variants of an ad to see which one better



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serves your goals.

It's possible that one ad may get you more clicks, while another one gets you more sales, but you won't know unless you're consistently testing and monitoring your results.

You can run A/B tests on different copy, designs, landing pages, offers, customer segments, and more.

As you're collecting this data, optimize your ads in real-time.

You may notice, for example, that an ad that was performing well is now getting fewer clicks.

This is where it's essential to have someone consistently monitoring and optimizing your ads.

We have launched hundreds of geo ads campaigns, and we can support you in identifying opportunities and fix them quickly to increase revenue through your retargeted ads.

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Are you ready to start retargeting? Put your best foot forward and secure the advantages of remarketing by working with Foottraffik.

As I mentioned, we specialize in running retargeting campaigns for dispensaries with our Geo Ads advertising service.

If you've played Words with Friends or browsed websites



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on your smartphone, you've seen geo-ads.

These ads are display ads that show up on mobile websites and mobile apps. Now, imagine using that valuable real estate to connect with new customers, re-engage old customers, and drive people to your online menu or in-store.

With Geo Ads, or targeted mobile ads, this is totally possible.

Geo advertising allows dispensaries to show messages to people depending on where they are, in real-time. Instead of just casting a wide net and hoping for the best.

Geo targeting your ads can help you spend your marketing dollars more efficiently by serving ads to people who are more likely to make a purchase. With retargeting, this becomes even more effective.

Geo ads work by showing your display ad on mobile sites and apps when your parameters are met. This means that if an individual is checking ESPN.com on their smartphone and they meet your demographic, behavioral, and geographic requirements, they will see your banner ad.

Geo ads are possible thanks to the popularity and accessibility of smartphones. Wherever people go, you can bet they have their phone with them. Never has there been so many smartphones in use, and never has the average person spent so much time on their mobile device.

Research indicates that the overwhelming majority of Americans have their phones within reach 24/7. That

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means that you can easily reach your ideal audience, especially when you target your ads.

Now, the main component of a working retargeting strategy is having a network of viable sites and apps on which to advertise.

For dispensaries, this can be a huge hangup. If you've ever tried to find compliant places to advertise, you know what I'm talking about. It can be hard enough to find cannabis-friendly sites and apps that will let you market your dispensaries.

Add in the local advertising restrictions based on the customer verified age, and you've got yourself plenty of obstacles without a clear path forward.

We have a compliant network of over 3,000 cannabis-friendly websites and mobile apps, and we can target individuals who are 21 and up in the USA and 19 and up in Canada. Plus, we make sure to stay on top of advertising regulations at the state level.

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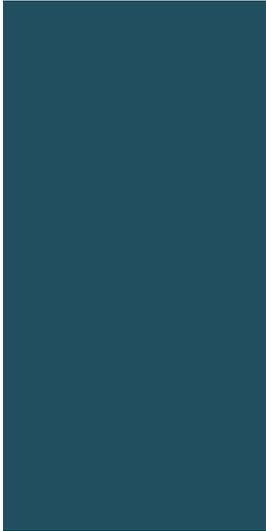
When you work with Foottraffik, you get a whole team of people rooting for your success and helping you along the way. You don't have to find and hire a copywriter or a graphic designer and then seek out websites and mobile app to advertise on. We do everything for you and get your feedback every step of the way.

We also provide you with revenue attribution. This is key for determining how effective the ads are. With

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Foottraffik's revenue attribution, you can see how much of your sales were due to specific marketing efforts.

Most digital marketing agencies in the cannabis space don't do this, even though it's standard in other industries. For us, it's part of our values.

We aim for transparency and we want you to see that your marketing is generating sales. We will provide you with the information you need to better allocate your marketing budget so that you can continue to prosper and grow despite the current recession.



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I hope I've helped you understand the value of retargeting and Geo-Ads today. To help you experience success for yourself, we have an amazing offer for you today.

Because you've stuck with us today, we're offering first-time customers 20% off of your first month of Geo-Ads.



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Questions?

How quickly will you see results?

How do you measure results?



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Thanks for joining us today.

Also, for sticking with us, you've qualified for your free yeti.

Let's get your shipping information and get one of those to you quickly. Schedule a call at foottraffik.me/call



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